

Message Text

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PAGE 01 TOKYO 01331 270714Z
ACTION EA-12

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E.O. 11652: N/A
TAGS: BBSR, JA, BR
SUBJECT: MARKET RESEARCH KOREA SECTORAL SURVEY

REF: (A) STATE 271910 AND (B) USDOC 23790

SUMMARY
POST DID NOT RECEIVE ANY BIDS ON KOREA SECTORAL SURVEY
END SUMMARY

ALL PROSPECTIVE TOKYO BIDDERS O KOREA SECTORAL SURVEY DECLINED
TO BID. MAJOR REASONS GIVEN ARE DIFFICULTY IN ORGANIZING AND MANAGING
PROJECT IN KOREA FROM TOKYO BASE WITHIN FRAMEWORK OF CONTRACT PRICE,
STAFFING REQUIREMENTS AND TIME CONSTRAINTS IMPOSED BY USDOC. FOLLOWI
NG
SUMMARIZES RESPONSES FROM EACH FIRM. COPIES LETTERS AIR MAILED OIM/MR
D

A. A.T. KEARNEY INTERNATIONAL - IMPOSSIBLE TO COMPLETE SURVEY
FOR THE PRICE RANGE SUGGESTED WITHIN THE TIME LIMIT ESTABLISHED. IN
ADDITION A.T. KEARNEY DIRECTOR REID HAS INDICATED TO FIELD PROJECT
MANAGER (FPM) KLINE THAT BASED ON DIFFICULTIES ENCOUNTERED WITH JAPAN
PROJECT HE IS RELUCTANT TO TAKE ON KOREAN COMMITMENT AT THIS TIME. H
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HAS, HOWEVER, DISCUSSED PROJECT WITH POTENTIAL KOREAN ASSOCIATE
(KOREAN INSTITUTE OF SCIENCE AND TECHNOLOGY), WHICH IS CURRENTLY
COLLABORATING ON MACHINE TOOL SURVEY, AND HE SAID THAT IN THE EVENT
USDOC IS UNABLE TO SATISFACTORILY DEVELOP PROJECT WITH ONE OF THE
KOREA BASED FIRMS THAT HAS SUBMITTED A BID, HE WOULD BE WILLING
TO ATTEMPT TO HANDLE PROJECT PROVIDED SOME FLEXIBILITY IN
APPROACH, TIMING AND COST COULD BE DEVELOPED.

B. MITSUBISHI CHASE MANHATTAN CONSULTING - UNABLE TO UNDERTAKE WORK THEMSELVES AND HAVE NOT BEEN ABLE TO STRUCTURE A FEASIBLE APPROACH TO COLLABORATION WITH OTHERS.

C. PEAT, MARWICK, MITCHELL AND COMPANY - DIFFICULTY IN ASSEMBLING REQUIRED STAFF WITHIN THE TIME FRAME ESTABLISHED IN THE SPECIFICATIONS, PARTICULARLY CONSIDERING THE CONTRACT PRICE LIMITATIONS.

D. PACIFIC PROJECTS - DIFFICULTY IN HANDLING PROJECT WITH THE TIME CONSTRAINTS IMPOSED DUE TO REQUIREMENT FOR SUBSTANTIAL PREPARATORY ARRANGEMENTS IN ORGANIZING A PROJECT TEAM BOTH IN JAPAN AND KOREA. FPM MET WITH BRADEN AND OHTOMO OF PACIFIC PROJECTS AND DISCUSSED THEIR POSSIBLE RECONSIDERATION IN VIEW OF MORE FLEXIBLE TIME FRAME. BRADEN BELIEVES THAT TO SUCCESSFULLY ORGANIZE PROJECT WOULD REQUIRE SEVERAL RESEARCH GROUPS IN KOREA IN ORDER TO GET NECESSARY BROAD INDUSTRY COVERAGE. ATTEMPTING TO SET UP THESE ARRANGEMENTS WITHOUT A FIRM ASSURANCE OF BEING ABLE TO UNDERTAKE THE PROJECT REQUIRED AN INVESTMENT OF TIME AND RESOURCES WHICH HE DID NOT FEEL IN A POSITION TO MAKE, CONSIDERING THEIR UNSUCCESSFUL BID ON THE JAPAN SURVEY ON WHICH THEY EXPENDED CONSIDERABLE EFFORT. BRADEN SAID THAT IF USDOC FOUND THE KOREAN BIDDERS WERE INADEQUATE, PACIFIC PROJECTS WOULD BE INTERESTED IN EXPLORING WITH USDOC THE POSSIBILITY OF USING ITS ASSETS TO AUGMENT THOSE OF ONE OF THE

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KOREAN BIDDERS OR ATTEMPTING ON A FEE BASIS TO ORGANIZE THE PROJECT.

E. STANFORD RESEARCH INSTITUTE (SRI) - CONSIDERATION OF KOREA PROJECT RESULTED FROM MEETING OF FPM WITH SRI REPRESENTATIVES IN EARLY DECEMBER. SRI HAS FAR EAST REPRESENTATIVE OFFICE IN TOKYO WHICH BOTH ORGANIZES PROJECTS USING CAPABILITIES OF SRI HEADQUARTERS PERSONNEL IN CALIFORNIA AS WELL AS LOCAL SUBCONTRACTORS. WHILE SRI REVIEWED KOREAN SPECIFICATIONS IN BOTH TOKYO AND MENLO PARK, THEY INDICATED THAT THEY DID NOT FEEL THAT THEY COULD DO A QUALITY STUDY RESPONSIVE TO THE SPECIFICATIONS WITHIN THE COST GUIDELINES.

FPM HAD TELCON WITH DIRECTOR OF COMMERCIAL SERVICES EMBASSY SEOUL ON 1/20 WHO INFORMALLY ADVISED HIM THAT BIDS HAD BEEN RECEIVED FROM TWO KOREAN FIRMS, ASI MARKET RESEARCH, INC. AND AHN AND AHN. FYI ASI IS U.S. (CALIFORNIA) BASED FIRM WHICH HAS SPECIALIZED IN CONSUMER SURVEY RESEARCH, AND IS WELL KNOWN IN ADVERTISING AND CONSUMER GOODS INDUSTRIES. FPM CONTACTED TOKYO OFFICE AND LEARNED THAT ASI IS EXPANDING ITS OPERATION TO INCLUDE INDUSTRIAL SURVEYS AND THIS IS PARTICULARLY TRUE WITH ITS FAIRLY NEW KOREAN OFFICE. TOKYO BASED REGIONAL VICE

PRESIDENT WITH RESPONSIBILITY FOR KOREAN OPERATIONS, WILLIAM HALL, AN AUSTRALIAN, FORMERLY WORKED WITH FUJI NATIONAL CITY CONSULTING IN TOKYO AND HAS BEEN INVOLVED IN FORMULATING KOREA PROPOSAL. FPM HAS SCHEDULED A MEETING WITH HIM FOLLOWING HIS RETURN FROM A CURRENT TRIP TO KOREA ABOUT JAN. 27TH.
MANSFIELD

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NNN

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